

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Mentzer Media Services
Attention: Accounts Payable
600 Fairmont Ave
Suite 306
Towson, MD 21286

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
954405-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Negron/R/State Senate	J. NEGRON 4 FL SENAT	

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	954405	06330075

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/02/12	10/04/12	WPBF News 25 Mornings	6-7AM	-TWT---	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWT---	4	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/02/12	6:25 AM	WPBF News 25 Mornings	6-7AM	:30	JN101TV-FL	\$275.00 NM
2	WPBF	W	10/03/12	6:14 AM	WPBF News 25 Mornings	6-7AM	:30	JN101TV-FL	\$275.00 NM
4	WPBF	W	10/03/12	6:40 AM	WPBF News 25 Mornings	6-7AM	:30	JN101TV-FL	\$275.00 NM
3	WPBF	Th	10/04/12	6:12 AM	WPBF News 25 Mornings	6-7AM	:30	JN101TV-FL	\$275.00 NM
2	10/02/12	10/05/12	Good Morning America	7-9AM	-TWTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	4	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/02/12	7:42 AM	Good Morning America	7-9AM	:30	JN101TV-FL	\$275.00 NM
1	WPBF	W	10/03/12	8:48 AM	Good Morning America	7-9AM	:30	JN101TV-FL	\$275.00 NM
3	WPBF	Th	10/04/12	8:55 AM	Good Morning America	7-9AM	:30	JN101TV-FL	\$275.00 NM
4	WPBF	F	10/05/12	8:48 AM	Good Morning America	7-9AM	:30	JN101TV-FL	\$275.00 NM
3	10/03/12	10/05/12	WPBF News 25 @ Noon	12pm-1230pm	--WTF--	:30	3	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--WTF--	3	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	JN101TV-FL	\$350.00 NM
3	WPBF	Th	10/04/12	12:26 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	JN101TV-FL	\$350.00 NM
2	WPBF	F	10/05/12	12:12 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	JN101TV-FL	\$350.00 NM
4	10/02/12	10/04/12	M-F 5pm News	5-6pm	-TWT---	:30	3	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWT---	3	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/02/12	5:42 PM	M-F 5pm News	5-6pm	:30	JN101TV-FL	\$450.00 NM
1	WPBF	W	10/03/12	5:12 PM	M-F 5pm News	5-6pm	:30	JN101TV-FL	\$450.00 NM
3	WPBF	Th	10/04/12	5:54 PM	M-F 5pm News	5-6pm	:30	JN101TV-FL	\$450.00 NM
5	10/02/12	10/05/12	WPBF News 25 @ 6:00PM	6-6:30PM	-TWTF--	:30	3	\$525.00	NM

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PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
954405-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Negron/R/State Senate	J. NEGRON 4 FL SENAT	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	3	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/03/12	6:10 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	JN101TV-FL	\$525.00 NM
2	WPBF	Th	10/04/12	6:22 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	JN101TV-FL	\$525.00 NM
3	WPBF	F	10/05/12	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	JN101TV-FL	\$525.00 NM
6	10/02/12	10/04/12	Nightline	11:35-12:05AM	-TWT---	:30	3	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWT---	3	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	10/02/12	11:53 PM	Nightline	11:35-12:05AM	:30	JN101TV-FL	\$700.00 NM
2	WPBF	W	10/03/12	11:54 PM	Nightline	11:35-12:05AM	:30	JN101TV-FL	\$700.00 NM
1	WPBF	Th	10/04/12	11:54 PM	Nightline	11:35-12:05AM	:30	JN101TV-FL	\$700.00 NM
7	10/02/12	10/05/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	-TW-F--	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TW-F--	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	10/02/12	11:12 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	JN101TV-FL	\$500.00 NM
2	WPBF	W	10/03/12	11:30 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	JN101TV-FL	\$500.00 NM
1	WPBF	F	10/05/12	11:28 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	JN101TV-FL	\$500.00 NM
8	10/06/12	10/06/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$650.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1-	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/06/12	7:30 AM	GMA Saturday 7-8am	Sat 7am-8am	:30	JN101TV-FL	\$650.00 NM
9	10/06/12	10/06/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/06/12	8:07 AM	Sat 8-9am News	Sat 8-9am	:30	JN101TV-FL	\$225.00 NM
10	10/07/12	10/07/12	GMA Sunday 7-8am	Sun 7-8am	-----1	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	7:30 AM	GMA Sunday 7-8am	Sun 7-8am	:30	JN101TV-FL	\$325.00 NM
11	10/07/12	10/07/12	Chris Matthews	Sun 10-10:30AM	-----1	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	10:28 AM	Chris Matthews	Sun 10-10:30AM	:30	JN101TV-FL	\$225.00 NM
12	10/07/12	10/07/12	Sun 630pm News	630-7pm	-----1	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----1	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/07/12	6:42 PM	Sun 630pm News	630-7pm	:30	JN101TV-FL	\$400.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
954405-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Negroni/R/State Senate	J. NEGRON 4 FL SENAT	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/07/12	10/07/12	Sun 630pm News	630-7pm	-----1	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
13	10/08/12	10/08/12	WPBF News 25 Mornings 6-7AM		1-----	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	1-----				1	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	6:28 AM	WPBF News 25 Mornings	6-7AM	:30	JN101TV-FL	\$275.00 NM
14	10/08/12	10/08/12	Good Morning America	7-9AM	1-----	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	1-----				1	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	8:43 AM	Good Morning America	7-9AM	:30	JN101TV-FL	\$275.00 NM
15	10/08/12	10/08/12	WPBF News 25 @ Noon 12pm-1230pm		1-----	:30	1	\$350.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	1-----				1	\$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	JN101TV-FL	\$350.00 NM
16	10/08/12	10/08/12	M-F 5pm News	5-6pm	1-----	:30	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	1-----				1	\$450.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	5:10 PM	M-F 5pm News	5-6pm	:30	JN101TV-FL	\$450.00 NM
17	10/08/12	10/08/12	WPBF News 25 @ 6:00PM 6-6:30PM		1-----	:30	1	\$525.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	1-----				1	\$525.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	6:09 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	JN101TV-FL	\$525.00 NM
18	10/08/12	10/08/12	Nightline	11:35-12:05AM	1-----	:30	1	\$700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	1-----				1	\$700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	11:55 PM	Nightline	11:35-12:05AM	:30	JN101TV-FL	\$700.00 NM
19	10/08/12	10/08/12	M-SUN WPBF News 25 @ 11-11:35PM		1-----	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	1-----				1	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/08/12	11:14 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	JN101TV-FL	\$500.00 NM

Total Spots 35

Payment Terms 30 Days

Gross Total	\$14,675.00
Agency Commission	\$2,201.25
Net Amount Due	\$12,473.75